

## Carteret Wreck Caused Great Damage, Report

CARTERET, July 20.—A wrecking crew of the Central Railroad directed by William Durham were busy until late last night salvaging the remains of eight freight cars, their contents and an engine following the frightful wreck of a freight train yesterday on a railroad siding near the Williams & Clark fertilizer plant just off the main line of the Central Railroad which passes through here. Chief of Police Harrington, officials of the railroad and a score of others supervised the salvage work and continued an investigation of the accident which cost the life of Thomas McCarthy, fifty-three years old of Linden avenue, Elizabeth, the engineer of the train.

The freight train had two tank cars, one coal car, four box cars and open car. In addition to ore, coke and machinery the tanks were filled with sulfuric acid being shipped to the fertilizer plant. Engine No. 46, piloted by McCarthy, was in front of the train. Engine No. 32 was attached to the rear of the train in charge of George Burns and Walter Dietzel. It just switched off the main line to the siding when the first engine overturned while the pressure

of the pushing engine in the rear piled the eight cars up into one mass of wreckage. William Kenny, Edward Blarney, John Murphy, O. L. VanDorn, the other men on the train, were unhurt. Following the accident they related how they made a dash for safety as the cars began to pile up. The police were called and the fire company No. 1 put the fire out from the engine of No. 46 which was almost completely wrecked. The hurl of a mass of burning coal from the engine on McCarthy's body is said to have caused his death. He was removed from the engine to one of the buildings of Williams & Clark and after receiving the church rites from Rev. John R. O'Connor of St. Joseph's Catholic church he expired. McCarthy according to railroad men is said to have been working on freight trains for some thirty years and is credited with being the first man to pull a freight train into the borough. He was married and had no children.

The damage according to officials of the railroad company may amount to \$75,000 although a good part of the contents may be saved.

## "Spook" Mystery



Mrs. Lester W. Humphreys

By NEA Service  
PORTLAND, Ore.—There may be no such things as ghosts, Mrs. Lester Humphreys isn't sure though. The Humphreys home on Portland Heights has been the scene recently of "queer doings." On various occasions when the family has been away, members have returned only to find things in an uproar. Furniture, clothing and valuables were strewn everywhere. But gave only once, nothing has been taken. Once the house was set afire. During the past three months, five invisible attacks have been made on the house. The affair is a complete mystery and gives rise once more to the much-believed haunted house theory. Some time ago Mrs. Humphreys was called to her dining room by the maid. There, in the center of the room a wrinkled old Chinaman with a huge sack on his back stood staring. Mrs. Humphreys stopped in amazement. The Chinaman shuffled forward, grinning. The young wife screamed

—and the figure or apparition, or whatever it was—vanished! Again, when Mrs. Humphreys had been away from the house only a short while, after a time when extra locks had been placed on all possible points of entrance she found bedding had been tossed to the floor, a flower basket hung on the chandelier, pictures turned in odd ways, silverware strewn about and chairs and carpets put on the dining room table. Aside from the ghost theory, which most of the people out here—including Mr. and Mrs. Humphreys—emphatically do not believe, it is the popular impression that some man sent to prison by Humphreys when he was U. S. district attorney, is nursing an old grudge. If such is the case, it probably accounts for his having stolen only a diamond ring, a little money and a stick pin. The case is the strangest in the city's history, and police are bending every energy to trap the spooks, which the believe to be decidedly material.

## The Work of Advertisers

They Build Industry, Civilization and Prosperity

Copyright, 1923, by Star Company

The convention of Associated Advertising Clubs of the World at Atlantic City concentrates attention on the work done by advertising.

It is first of all CONSTRUCTIVE work. It actually BUILDS factories, stores, great organization, great fortunes, while supplying work and wages to millions.

A hundred words occur to your mind, and every one means that advertising has created a name, and that the NAME represents a great business that time and competition itself cannot injure unless the owner of the name allows it.

Advertising BUILDS, and what it builds it builds PERMANENTLY.

Take the two words, ATLANTIC CITY, and you know instantly that you have before you something that has been created first by intrinsic MERIT and second by intelligent ADVERTISING.

Any one of a half dozen automobile names means permanent prosperity, gigantic production, thousands of men well paid, tens of hundreds of thousands of customers well satisfied and all that is built on MERIT and ADVERTISING.

What is the art of advertising? It is the art of getting a truthful idea from one brain into another—or into fifty million other brains.

In advertising, first you must create a thing the people WANT. That is the task of the manufacturer, the business man who understands production and quality.

After that you must MAKE the people KNOW that you have it. In addition to that you must, by description and convincing argument, MAKE the people WANT it.

Making the people know that the thing is to be had and making the people WANT that thing, such is the task of the advertiser.

Nature was the first great advertiser. And she did her best advertising in color, which would interest Mr. Kobler, of the Hearst American Weekly.

The first great and effective color advertisement was the brightly colored flowers, the blossoms advertising the honey to be obtained from them, thus attracting the bees and other insects necessary to carry the pollen and produce more flowers. The next great colored advertisement was the rainbow, announcing "no more floods."

Learn from Nature and the colors of the flowers and the plumage of the birds to make your advertising ATTRACTIVE.

In advertising or in conversation it is just as easy to present your facts in a PLEASING way as in any other way.

This is the age of hurry. Men want to do all they can in the few years they have. They want to finish in ONE lifetime. Advertising is the great TIME SAVER.

They say in England that a business built up slowly without advertising, from father to son, for a hundred years or more, is a very respectable, nice business. And it is. But you can see in the United States the same kind of business, a hundred times as big, built up in ten years by American energy, PLUS EFFICIENT ADVERTISING.

Business men should realize that advertising is a SPECIALTY. They should realize that the advertising agent is to a business what the architect is to a building. The owner's money and the contractor's technical knowledge build the building. But it is a poor building if you don't have an architect mapping it out for you in advance and supervising it as it goes on.

So with business and the advertising agent, the specialist who is the architect of business.

For the young man advertising is a promising career. Advertising is in its infancy. There are plenty of chances ahead.

Advertising, intelligently understood, trains the mind in a hundred different directions. To be a thorough advertiser you must understand CLEAR, SIMPLE and CONVINCING writing.

A poor advertiser uses a hundred lines to make the reader think ONE line. The advertiser of real genius uses TEN lines and makes the reader think ONE HUNDRED lines.

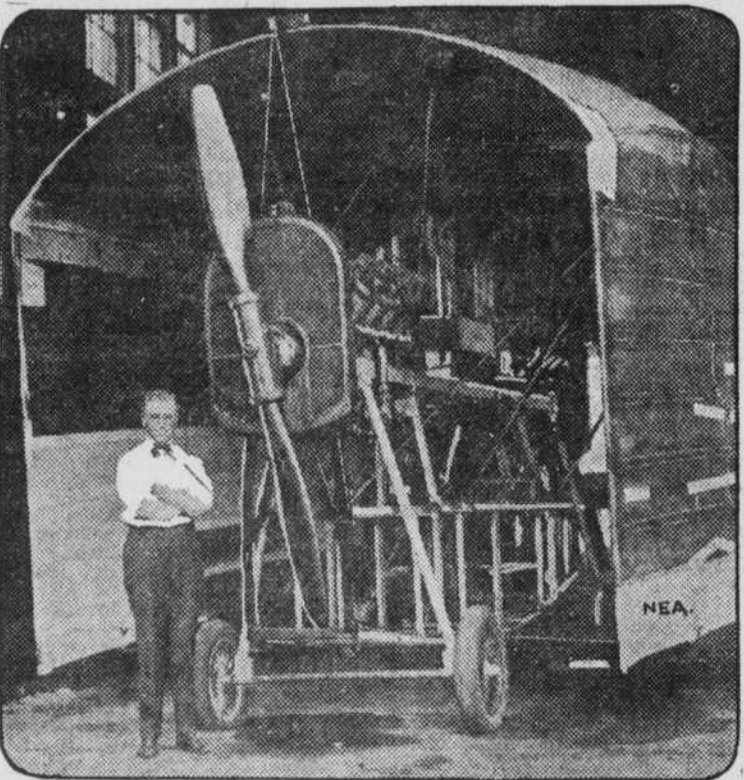
What you write and put in the paper your employer pays for. What you make your reader THINK about your goods, after he has read it, you give to your employer for nothing. That is the thing for the advertising man to remember.

Advertising properly understood develops a good style. It compels the man who engages in advertising to study and understand the mind, the needs, the temperament, the shifting moods of the public.

Atlantic City will welcome the Advertising Clubs, who are to business many things, including the SHORT CUT TO SUCCESS, and the possibility of doing in one lifetime that which, WITHOUT ADVERTISING, would require a series of generations.

—N. Y. Evening Journal.

## Schooner Of The Air



John H. Lynch, of Pawtucket, R. I., with his invention, the vertical propeller which he has ready for trials at Mineola, Long Island. He says the machine will rise vertically, like a helicopter. Two propellers driven by 200-h. p. motors force air against the cover which is somewhat like that of a prairie schooner.

## A Free Automobile Road Book

The touring months are here. This is the time to heed the call of the road and fare forth in search of rest, sport and adventure.

No matter where you go—east, west, north or south—you need the automobile road which this Bureau has for free distribution.

It contains descriptions and symbols, in color, of the principal automobile highways. It explains in detail how to equip your car for a trip, lists the State parks and camp sites maintained for tourists, includes an auto trail map of the United States, gives rules for camping, and contains a hundred and one other useful hints and suggestions.

Send for this booklet today and have at hand all the information needed to make your outing an enjoyable one. Enclose two cents in stamps for return postage.

FREDERIC J. HASKIN, Director,  
Information Bureau,  
Washington, D. C.

I enclose herewith two cents in stamps for return postage on a free copy of the Automobile Road Book as offered by the Perth Amboy Evening News.

Names .....  
Street .....  
City ..... State .....

## July Suit Sale!

One grand clean-up of 232 Men's Suits. We're going to make a quick job of it—with values that will make you glad you stopped in.

42 Were \$27.75	NOW	79 Were \$35.00	NOW
16 Were \$30.00	\$22.75	39 Were \$38.00	\$31
37 Were \$32.50		19 Were \$42.00	

Spring weights, Summer weights; plain colors, mixtures; novelty styles, conservative styles; chevrons, worsteds, serges.

A doubly fine opportunity for you because it comes right in the face of higher clothing prices for Fall.

## 126 Palm Beach Suits Reduced

Regulars—Stouts—Shorts

Were \$15.50 to \$17.50	\$13.50	Mohair Suits—Were to \$22.50—Now	\$17.50
-------------------------	---------	----------------------------------	---------

DURING JULY ONLY!

CUSTOM SUIT TO ORDER \$40

**BRIEGS**  
SMITH AND KING STS.

## FIGHTING EDITOR



Carl C. Magee

Even a judge can overstep his bounds, Governor Hinkle of New Mexico declared, as he pardoned Carl C. Magee, Albuquerque editor, fined heavily and sentenced to two years in prison by Judge David Leahy for alleged contempt of court. Magee criticized the judge's actions in some cases. His case attracted nationwide attention.

## PAVLOVSKY'S MARKET

HIGH GRADE MEATS AT LOW PRICES

316 State Street

Phone 27

Special This Friday and Saturday

Special		11 <sup>1</sup> / <sub>2</sub>	SPECIAL		29
CALI HAMS			LEGS OF LAMB		
Nice and lean;			Yearling		
Large Size, Pound			Pound		
PORK LOINS		19 <sup>1</sup> / <sub>2</sub>	SPECIAL		12 <sup>1</sup> / <sub>2</sub>
by half or whole;			FRESH SHOULDERS		
Rib or tenderloin end; lb.			OF PORK		
SPECIAL			Cali style; lb. ..		
FRESH PLATE BEEF		45	SPECIAL		23
10 pounds for .....			FRESH HAMS		
SPECIAL			City dressed stock;		
CHUCK		69	Small, lean;		
For roasting;			Whole; lb. ....		
5 lbs. for .....			CHICKENS		23
SPECIAL			Fresh killed		
POT ROAST		12 <sup>1</sup> / <sub>2</sub>	For Soup or Fricassee		
Boston Roll;			lb. ....		
All solid meat; lb. ....			SPECIAL		25
Mutton Chops		25	LAMB FOR STEW		
Pound			3 pounds		
VEAL		25	for .....		
CHOPS			BEEF		10
Pound			LIVER		
PLATE		6 <sup>1</sup> / <sub>2</sub>	Fresh; lb. ....		
CORNED BEEF			SPECIAL		18
Pound			SKIRT STEAK		
			Pound		
			CHOP MEAT		14
			Fresh and pure;		
			Pound		
			Pure Lard		15
			Lb. . . .		
			SPECIAL		15
			BACON		
			Gem Brand;		
			Dixey Style; lb		
			PORK CHOPS		22
			Ready cut;		
			Nice and lean; lb.		



Ask Your  
Neighbor  
About  
"Atwood"  
Eye Glasses

HOURLS—2 TO 3 P. M. Daily  
The  
ATWOOD Eyeglass Man  
167 Smith St., Perth Amboy